THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

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A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

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A Chapter of The American Institute of Architects

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Julius Sandstedt, President Wisconsin Architects Association

JULIUS S. Sandstedt, Oshkosh, Director from the Northeastern Division, was elected President of the Wisconsin Architects Association at a meeting of the Executive Board, Saturday, March 20, at the Plankinton House, Milwaukee.

Arthur O. Reddemann, Milwaukee, a Director-at-Large, was re-elected Vice President. Leigh Hunt, who, previous to the Convention, had asked to be relieved as Secretary-Treasurer as soon as possible, was re-elected to serve until his successor has been chosen.

Wisconsin Architects Foundation

ON February 12 during the Convention, a special meeting of the Board of the Wisconsin Architects Association was called for the purpose of electing nine members from the Association to the Wisconsin Architects Foundation.

Those elected were: Francis J. Rose, Joseph J. Weiler and Leonard M. Schober, each for a three-year term; Theodore L. Eschweiler, Carl W. Schubert and Leigh Hunt for a two-year term; Maurey Lee Allen, Joseph G. Durrant and Gerrit J. deGelleke, for a one-year term.

The members of the Foundation then elected three Directors; Francis J. Rose, Joseph J. Weiler and Leigh Hunt, who in turn elected Francis J. Rose, President; Joseph J. Weiler, Vice President, and Leigh Hunt, Secretary-Treasurer.

The President appointed the following committee members:

1. COMMITTEE ON MEMBERSHIP AND FINANCE:

Theodore L. Eschweiler, Joseph J. Weiler and Leonard M. Schober.

2. COMMITTEE ON IMPROVEMENT OF ENVIRONMENT OF PEOPLE:

Francis J. Rose, Carl W. Schubert and Gerrit J. deGelleke.

3. COMMITTEE ON ARCHITECTURAL EDUCATION, SCHOLARSHIP AND PRIZES:

Joseph G. Durrant, Maurey Lee Allen and Leigh Hunt.

Northeastern Division

The Wisconsin Architects Foundation played an important part at the March meeting of the Northeastern Division.

The regular bi-monthly meeting of the Northeastern Division was held March 2, 1954 at Chilton, Wisconsin.

The meeting was called to order by President Maurey Lee Allen. Minutes of the last meeting were approved as published in the January issue of the Wisconsin Architect.

Financial report was read and approved.

Leigh Hunt, Secretary-Treasurer of the Wisconsin Architects Association, gave a report on the forthcoming Concrete Masonry Home Competition for which he is serving as professional adviser.

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Public Relations and the Institute

by

NORMAN J. SCHLOSSMAN, State Vice President, The American Institute of Architects

NORTH CENTRAL STATES REGIONAL CONFERENCE

February 13, 1954

177 years ago, as Benjamin Franklin signed the Declaration of Independence, he turned to John Hancock and said, "We must all hang together, or most assuredly we will all hang separately." Nothing we do may be quite so important as signing the Declaration of Independence, but everything we do will be done better if we hang together. Regional meetings demonstrate this. They are a manifestation of our urge to hang together. They make it clear that we can cooperate and that we can work in unison to shape our future and to be of service and usefulness to our profession, our industry and the public. This regional meeting has been dedicated to a great new adventure in hanging together, our program of public relations. Public relations has its roots in everything we do, sometimes, unfortunately, even in the things we don't do. Wisely and unwisely, consciously and unconsciously, positively and negatively, we engage in public relations every day of our lives. We are like the man who hadn't known it, but found he always had been talking Prose. It is our task, therefore, to realize what we do, so that we may make all our acts good public relations, not bad ones. They are either one or the other; there is no middle ground.

Our workshop session yesterday was directed towards public relations at chapter and individual levels. We explored the things chapters are doing and can do, and those that individuals are doing and can do, to enhance our relations publicly. It is fitting today, therefore, that in turn, we now consider the role of the Institute, what it does, and what it can and should do, as its part of our total program. For, certainly, we cannot assume that merely because we have retained professional counsel to guide us in public relations that our national obligation has been discharged. We cannot take it for granted there is nothing further to do. To be sure, Walter Megronigle, Anson Campbell and their organization are performing superbly in our behalf. There is small need to point that out to you who attend the workshop. But their work is only a start. Counsel, like coaches, can guide us and train us, but after the drill and the pep talks, we are the ones out in the field who have the game to play. Officers, directors, members and staff, we make up the team.

The Institute has responsibilities in three broad areas. We have responsibility concerning our relations internally — our intra-professional relations. We have responsibility concerning our relations with other organizations — our inter-professional and inter-industry relations. We have responsibility concerning our relations externally — our extra-professional relations, our contacts with the public at large.

The things that we do internally are the symbols of our character as an organization. They are gauges which tell whether or not we are anything more than a pressure-group or a self-seeking trade-organization. The things that we do with other organizations are the symbols of our status in our industry. They are yardsticks to judge how far we have risen towards a position of leadership and trust. The things that we do with regard to the public are the symbols of our responsibility as citizens. They are the ultimate test of our survival, acceptance and success. It is not really too difficult for us to become known as designers of buildings. Almost everyone is known by his occupation or trade. But as we accept or reject our broader privileges and duties, so will we be judged by our co-workers, by our fellow citizens and by the nation, as architects aspire to be. We can enjoy a position of eminence if we will only stand up where we should.

The Institute is not blind to its responsibilities in any of these three areas. In the area of internal relations, take these regional meetings, to cite an immediate example. A few years ago, they were practically unknown. Today, under Institute guidance and encouragement, they have grown in almost every quarter to large and meaningful gatherings which often rival in importance, our national conventions themselves. They are sources of great stimulus and good. We gain fellowship through them with widening circles of active architects, attack mutual problems together, and swap professional experiences and knowledge. As you have observed in action this is of real importance, for if we are to be more than a trade-organization, we must act as professional men. We are a professional body, and like any respected professional body, we must constantly stimulate, by exchange of information and disclosure of experiences, advances in our art and science, and improvements in the quality and nature of our service.

We must make every kind of specialized knowledge more readily available by increasing numbers to increasing numbers of our members. We are evangelizing Modular Coordination — word of mouth — the printed page, and by personal appearances of its exponents. Through the BULLETIN, we have created Building Type Studies and Architectural Abstracts. We have inaugurated an Architects' Clinic Service and Cost-Data Reports. We are exploring the possibilities of package libraries; and a pilot study is now in progress concerning "Councils of the Institute", designed to foster and reward developmental work by individuals in the fields of various building types. These are the kinds of things we must do, if for no other reason, just to sustain, effectively, our established policy, that architects need not be specialists in order to render service proficiently, and to create outstanding designs.

The programs can go much further. We decry our dearth of knowledge concerning comparative performance of materials. We hope somehow to unearth the answers through ambitious programs of formal research and laboratory test — if we only had an angel. That is well enough, but we should adjust our glasses. The wealth of information we seek, like the blue bird, is here, right now, and right in our own backyard. We need only to find a means to tap it. The greatest repository of experience in building materials, procedures and techniques, the greatest fund of knowledge of their successes and failures under actual working conditions, is the architectural profession itself. We encounter these things in our everyday practice regularly through trial and error. We know, better than others can tell us, the best principles of specialized design, the most successful methods of construction, and the pitfalls which should be avoided. We may be sadly ignorant singly, but combined, we are almost omniscient. You have had dramatic examples here. They are only a small sample of what could be. Through programs already begun, or through new ones yet to be devised, the scope of our informational trading-posts must therefore be expanded. Greater honors and recognition may be the necessary incentives to be accorded by us, to those who will seek and will share. By now, we should have passed the state of secret art. Professionals share information with professionals.

So much for that phase of our relations. Out of intra and into inter. The Institute is alive to the necessity for cooperation and unity, not only with the other design professions, but with every group in the industry. Since one always needs powerful allies, we recognize practical necessity, and work through existing channels to capitalize, whenever possible, whatever acceptance and prestige has been already built up. Unfortunately, the construction industry seldom has acted in unison. As you know, it is comprised of some 150 or more separate organizations, each like us, independent and autonomous, and each like us with objectives and aspirations of its own. It is little wonder, therefore, that we are considered by many outsiders not even an industry at all, when within our ranks, everyone speaks for himself, few ever speak in unison, and no one ever speaks for all. We architects aspire to leadership. Our strategic and professional status gives us logical reason to assert such claim, but leadership does not result from assertions. It must be deserved and won, not just once, or twice, or even three times like a trophy, and then retained; but constantly, over and over. If unity is ever achieved, it will require leadership, and it will result from continued participation, wisdom and unselfish work by those individuals and groups, who, through broad understanding and acceptance of opportunity for service, have achieved the trust and the respect of all.

To this end, the Institute has taken repeatedly, a forefront position in the Construction Industry Advisory Council, a forum group participated in by every segment of the industry, and by labor too. It is a free agent, sponsored by the United States Chamber of Commerce, but undominated by it, and an activity which should be more widely known. Former President Walker served two terms as its Chairman, and in my opinion, our status and public relations profited thereby. We must continued to aid this Council, I believe, at least until something better can be produced, and to maintain our prestige in it, for it is the only forum we have for voicing the opinions of our industry, and the one best instrument now in sight through which to achieve any degree of accord.

Our multitude of relations with government are also part of this area. Our policy is to oppose the costly inroads of bureaucratic agencies. We are against the performance of architectural services by cancer-like bureaus at every level of government, for it has been proved time and time again that it is not only against our interest, but certainly against the public interest. Nationally, we can and do work openly as an organization; locally, wisdom and experience dictate that we must only guide and assist. This we also do, wherever we are alerted or called upon to help. Our position in resistance to Federal bureauocracies has received a welcome boost through the pruning and weeding of payrollers by a public and economy-minded administration, but that is no reason to let down our guard. Down through the years the faces of officials have changed, but often their tendencies linger on. Bureaus are apt to sprout up in Washington, like toad stools in mushroom season, after a rain. We render a public service if we are vigilant but not vituperative, watchful but not obnoxious, for while combating the government bureaus, we must support and serve the country in which we live. We must exert our opposition without incurring animosity, since it is certainly obvious that we must contrive to preserve liason and amity with all government groups. This is the task of every Washington staff, and no easy one to fulfill. For ours it is no exception. We can be proud of the quality of our staff in this field of performance. It requires abiding tact, experience, savvy, and skill.

Our extra-professional relations — our direct concern with the public, is the area of most obvious significance. We are cast in frequently changing roles, but the ones most arresting to outsiders are the ones we assume in the national scene. When they expect us to stand for something, a Mona Lisa smile and dignified detachment is just not enough. We need positive policies that we are prepared to ennunciate at strategic times and places on all public questions of direct professional concern to us. We must talk to others at least as much as we talk to ourselves. Such matters as Urban-Renewal, Federal-Aid to Schools and Hospitals, Public-Housing, National Mortgage Insurance, Advance-Planning, Lease-Purchase and a score of others are obvious national issues upon which you and I, and everyone else, is entitled to know where and how we stand. It is not always the easiest course, for we can't possibly take positions which will satisfy everyone, even among our members, but the only alternatives are to straddle all issues, or to just stand mute, which, of course, are no alternatives at all.

What we did do in the matter of the President's Housing Program is a fair example. The program, as you know, was set forth in the message to Congress delivered two week ago. It affects us directly as architects, since it deals with homes and apartments and housing; with the conservation and reconstruction of our cities; and with the means of much of construction finance. The proposals follow quite closely the recommendations of the President's Advisory Committee on Housing Policies and Programs, a

committee on which at least three members out of the twenty-four were architects by training or in practice, and all of them members of the Institute. The program contains some of our present housing policies, modifies others and provides some new ones. Instead of mere recognition of the importance of private enterprise, it affirms the principle that improvement of living standards can best be accomplished in a free economy, and provides opportunities for the principle to be proved. There are controversial sections of course, but the program is positive and constructive and encouraging, to the industry and to us. The Institute, I think, was on the ball. Even before the President's message had been delivered, President Ditchy, the staff, appropriate national committee members, and myself, met at the Octagon to consider the Advisory Committee report, and to discuss it with others of diverse but knowledgeable viewpoints. The bill was introduced yesterday in Congress. We hope that the schedules for Congressional action permit our formal policy statements to come from the Board, as is best; but in the meantime, we are not unprepared. We have placed ourselves in position where we can take a stand in testimony or publicly, whenever the time is right. The Board has also taken a wise and important step concerning our public policies you should know of. It will henceforth subject all such questions to periodic review at its regular meetings. Hereafter, I hope, no doubts should exist on exactly how we stand. We will find ourselves rising in respect and general public esteem if we continue to do this wisely. I think opportunities will then appear, increasingly, for all architects to take their places on more and more public bodies and committees, as they can and always should.

In all these three areas you have noted recurring themes which have run through all of our sessions here. They recur because they are topics architects are thinking and speaking everywhere. Our actions take on broader meanings in all of these areas of our responsibility, as we relate them to conditions and current events. We therefore must be heedful and maintain flexibility too, in preparation for changes whenever they occur. We are in a singular position to do this, and in the doing, also to help others. By the very nature of our profession, we are a barometer of building activity, which tells in advance of construction climates to come. When our offices are busy, producers, contractors and labor are assured of engagements ahead. When our drafting boards become empty, it is time for them to retrench.

Everyone now is eyeing the signs more closely. The reasons for this scrutiny are clear. No time is a normal time, but these times seem less normal than ever. It is a time of decisions and maybe of change. We have entered a restless sort of peace, but with undertones that continue of war. You heard something of that last night (Gov. Peterson). It is a time of uneasiness and caution for another reason for many about us are mindful of the ultimate terminations of our previous periods of prosperity. We may be in a recession or in no recession, depending only on who you ask and what his politics are.

Against this overall background, what is the outlook for construction? Where do we appear to be heading? I will go out on a limb. An opening event of great importance at all Board meetings of recent years is a formal report by Directors and Officers on the condition of the profession throughout the nation. Our survey last November in Santa Fe showed architectural offices busy. Backlogs were substantial, although some decrease in the volume of preliminary sketches was noted. With some minor spotty exceptions, the outlook was exceptionally good. Our next report will be early next month in Washington. I doubt that it will show great change. I believe it will indicate continuing high architectural activity. I believe there is a heavy volume of work still ahead for all of us.

Why shouldn't there be? We have completed an era in this country whose periods of prosperity resulted from a surge of settlers and immigrants who pressed forward, enlarged and built. That era produced for us a far-flung and complex kind of machine, composed of highways and homes, factories and schools, hospitals and depots, office buildings, and all other results of construction necessary for our shelter and livelihood, and for our spiritual and recreational needs. It was a machine built, all too frequently, with greater haste than thought, and which, like all machines, is wearing out. Construction is not at an end. The opposite is true. The machine must be preserved, because it is indispensable. But, it must be repaired and maintained. Its multitude of faults must be corrected, and it must be rebuilt wherever it is obsolete. It must be enlarged and readjusted to meet the monumental growths and the unprecedented shifts of our population. Most important of all, all of these things are continuous. They will require our services not for just a year or two, but from now on. We are so far behind in so many ways, it's a problem just to catch up. The position of construction in America is only beginning to emerge.

Almost everyone, I think, barring catastrophe, would agree with the long-range picture. The government recognizes the current conditions. It deals with them in the President's Housing Program. I therefore believe the picture will hold true for the short-range as well. The President calls his program "Building a Stronger America". Then why should we be optimistic? McGronigle is a genius! Not only Minneapolis-Honeywell, but now even Eisenhower, is urging the nation to build!

We have a fine program to guide us through the periods which lie ahead. It has made an impressive start, which, if we back it up, should continue to expand, geometrically. Through it we can establish ourselves in the public mind to make clear what we are, who we are, and what we do. We can stimulate a greater demand than ever before for better architecture and for better architects to create it. We can do all these things and more — provided we hang together, and provided also, that each of us through his service and his deportment, discharges his duties with integrity, enthusiasm, and skill. From individual, through chapter and region, to Institute, and from Institute, back through region and chapter, to individual, we can generate these things through an alternating current of activity, called public relations. We are all links which close the circuit. The magnitude of the force is as the strength and area of the contacts. Each of us is responsible to all of us!

Competitions

The Wisconsin Architects Association is sponsoring a "CONCRETE MASONRY HOME COMPETITION", $3000 in prizes to be donated by the Wisconsin Concrete Products Association. Entry blanks have been sent to all members of the Association and being returned to Leigh Hunt, Professional Advisor, 759 N. Milwaukee Street. Already a goodly number of entries have been received. The competition closes 12:00 noon, Tuesday, June 15.

The first prize is $1000.00; the second prize, $700.00, and the third prize, $400.00, and nine awards for Honorable Mention of $100.00 each.

The competition is limited to bona fide residents of the State of Wisconsin — to architects, craftsmen and students of architecture, registered, employed or studying in Wisconsin, with the exception of the president of the Wisconsin Architects Association, its executive secretary, the professional advisor, the members of the Association's committee assisting the professional advisor, and the members of the jury of awards.

Among the many articles of rules and regulations are:

This competition contemplates a site condition such as is usually encountered in the subdivisions where homes of the type described in Article XVI are constructed. It may be assumed that the site is practically level requiring only the usual finish grading.

The competitor is advised to consider a lot having a frontage dimension not to exceed 60 ft. and a depth of approximately 125 ft.

A setback line shall be established at a point not less than 25 ft. from the street and pertinent sections of the FHA manual of Minimum Property Requirements shall govern with respect to driveways, rear and side yards, etc.

A maximum of freedom in design is desired. Therefore, no account is to be taken of a specific neighborhood character in developing a design.

Soil conditions may be assumed to provide adequate drainage and to be of such character as not to present any unusual footing or foundation wall problems.

The competitor should work out and present a landscaping scheme which will be in keeping with the accompanying home design.

The home to be designed can be described as a one-story, with basement, two- or three-bedroom home for an average family, to be located any place in Wisconsin.

It is desirable that bedrooms are so arranged that one of them can serve as a study and/or guest room.

The living area of the home is restricted to a maximum of 1,200 sq. ft. in a three-bedroom home or 1,100 sq. ft. in a two-bedroom home, and is to be designed on one level, i.e., not more than three (3) steps difference in level (maximum 18") will be allowed between any two parts of the living area.

A two-bedroom home not to exceed 1,100 sq. ft. should be erected for approximately $12,000-$13,000, and a three-bedroom home, not to exceed 1,200 sq. ft. should be erected for $14,000-$15,000. The cost of construction of homes is very important and shall be given consideration by the judges.

Special and favorable consideration will be given by the jury of award to designs submitted wherein successful solutions of living area arrangements are developed within less than the 1,100 or 1,200 sq. ft. maximum allowed for that purpose. It is to be clearly understood that such reduction in living area is not mandatory. However, in the instance of two equally meritorious solutions, the one requiring the less area will be given preference in judging. In this connection, minimum space requirements for this competition may not be less than those acceptable to the Federal Housing Administration.

The calculated floor area of 1,100 and 1,200 sq. ft. means the total floor area, measured to the outside surfaces of exterior walls, that includes the finished habitable portions of the home, vestibules, stairways, halls and closets as well as other storage space that may be included in the main portion of the home, i.e., space which is intended for year-round use and receives continuous winter heating.

Each competitor shall make provision in his design for a full basement. The area included in the basement may be excluded from the "calculated floor area". Load bearing walls of concrete masonry construction shall be used rather than steel beams and columns. Space in the basement shall be provided to take care of washing, ironing and drying clothes; to house either a gas or oil fired heating plant; for automatic hot water supply, located for proper hot water distribution, and to store fruits and vegetables, screens or storm windows, garden tools, lawn furniture and equipment, play equipment, etc.

A recreation room located in the basement, although finished and habitable at all times, may be excluded from the "calculated floor area".

No consideration need be given to providing a garage, either attached or unattached. However, the landscape scheme may, at the designer's discretion, indicate the desired location for an unattached or attached garage or breezeway. The area of a garage or breezeway will not be included in the 1,100 or 1,200 sq. ft.

The kitchen shall be arranged for efficient work space for an average family. The choice of dining space in the kitchen, a dining alcove or a dining room is left to the discretion of the designer.

Inclusion of a fireplace in the design will be allowed but is not mandatory.

In general, construction will be allowed that is appropriate to the climate of Wisconsin.

The use of modular dimensioned concrete masonry in the construction of all exterior walls and chimneys is mandatory, including the use of reinforced concrete masonry lintels over all openings.

Concrete masonry units used in exterior walls must be exposed above grade unless veneered with other concrete masonry units. If exposed, it may be assumed that these outer faces will be painted. Competitors should consider the application of furring, lath and plaster to the interior faces of exterior walls, except in the case of cavity wall construction where such interior faces may be left exposed at the discretion of designer.

Interior partitions may be constructed of exposed or covered concrete masonry or other material suitable to the designer.

Floors of the living area shall be of concrete construction in which concrete masonry units are the principal component.

The use of concrete masonry walls to support floor construction is mandatory. The use of steel beams and columns for this purpose will not be allowed.

Complete freedom of design is permitted with respect to roofs and the construction thereof. Flat, pitched, "shed", "butterfly", or other types of roofs will be allowed. Competitors are advised of the importance of liberal "overhang" of roofs to concrete masonry wall construction.

There are no restrictions placed on the use of glass in the design, nor any imposed on the "style" favored by the designer.

The competitor is asked to provide a brief legend along with the drawing which will indicate the type of construction and interior finishes proposed for principal rooms.

Note A: The copy of "Concrete Masonry Data and Construction Details" which accompanies this program is intended to provide a ready reference to concrete masonry construction required by its provisions.

Note B: The donors and directors of the Association recognize the need for a new and more varied approach to the design of small homes. It is with that recognized need in mind that as few mandatory restrictions as possible have been made a part of this competition program.

ARCHITECTURAL LEAGUE

The Architectural League of New York is sponsoring a trade and public exhibition of progress made in home building materials, products and residential housing design. Called "Building Your Home, 1954", the exhibition will be held May 27 - June 6 at the 71st Regiment Armory, 34th Street and Park Avenue, New York City.

The exhibition will be of great interest since it will coordinate the functions of all the participants in the home building industry — architect, builder, subcontractor, manufacturer and consumer — all in recognition of the industry's progress.

Special days and hours will be set aside for exclusive trade and professional inspection: May 27 and 28 — 9:00 A.M. to 10:30 P.M.; June 1 - 4 — 9:00 A.M. to 12:00 Noon.

The general public will be admitted: May 29 - June 6 — 12:00 Noon to 10:30 P.M.

Free passes for our membership are available by writing: "Building Your Home, 1954", Att: S. Robert Elton, Director, 134 Lexington Avenue, New York, New York.

Registration will be required if passes are not shown. Even though there will be no registration fee, it is suggested you write in advance for passes, as our membership then will have more time to examine the hundreds of stimulating exhibits.

In carrying out the theme of the Exhibition, the widely acclaimed "Excursion" House, as built by Techbuilt, Inc., will be erected and completely furnished and landscaped in the center of the Armory exhibit floor. Designed by Carl Koch & Associates, the 2,000 square foot, two-story house will be displayed under the sponsorship of "Living For Young Homemakers" magazine. The original research and construction of the $14,000 house was sponsored by the TV-Radio Workshop of the Ford Foundation.

As for the exhibition itself, leading manufacturers of air-conditioning equipment, wall paneling, electrical fixtures, roofing, flooring, doors, hardware, plumbing supplies, heating equipment, home appliances and many others are scheduled to display their products. The Architectural League, striving to symbolize dramatically, the industry's progress, plans a large educational exhibit that will embrace the work of its members, including community planning, solutions of typical problems in residential architecture, shopping center design, landscaping and other related activities.

Architect's Credit Line

FREQUENTLY, Architects' sketches or photographs of their buildings are published without mention of the name, or firm name, of the Architect. In order to prevent this omission, the Board of the Wisconsin Architects urges its members to stamp their credit lines on the back of all of their drawings or photographs likely to be reproduced. Below is a facsimile of a stamp used by the office of a Milwaukee Architect and is published at the request of the Executive Board, as a suggested style to be considered by the Architects:

> This reproduction, as an instrument of service, is the property of the office of John Doe, Architect, A.I.A., and may not be reproduced without his permission and unless the reproduction carries his name as architect.

RECIPIENTS OF PRIZES PRESENTED BY PRODUCERS' COUNCIL CHAPTER

The various members of the Wisconsin Chapter of the Producers' Council donated, as usual, very handsome door prizes which were presented to the Architects following the Saturday luncheon, Saturday, February 13, the last day of the Wisconsin Architects Association Convention and the Regional Conference.

The donators and recipients were:

Newcastle Products: Karel Yasko, Wausau, Wis.; Roddis Plywood: T. L. Eschweiler, Milwaukee; The Anderson Co.: E. F. Klingler, Eau Claire; The Philip Cary Mfg. Co.: Sylvester Stepnoski, Fond du Lac; The Art Metal Co.: John Magney, Minneapolis, Minn.; Owens Corning Fibre Glass Corp.: James Arkin, Chicago; Benjamin Moore Co.: Stephen M. Playter, Eau Claire.

Mosaic Tile Co.: T. J. Bischoff, Milwaukee; Armstrong Cork Co.: Edgar A. Stubenrauch, Sheboygan; Ceco Steel Prod. Co.: Robert Potter, Milwaukee; Kimble Glass Co.: Arthur Reddemann, Elm Grove; American Radiator & Standard Sanitary: John Jacoby, Milwaukee; The Kawneer Co.: E. H. Berners, Green Bay; The Truscon Steel Co.: Lester G. Seubert, Milwaukee.

Overly Mfg. Co.: Louis R. Lundgren, St. Paul; Johns-Manville: Paul Brust, Milwaukee; Minneapolis-Honeywell: Rudolph Zepeda, Chicago; Sparta Ceramic Co.: Margaret Erdman, Manitowoc; U. S. Quarry Tile: Victor G. Gilbertson, Minneapolis; Aluminum Co. of America: Zay Smith, LaGrange, Ill.; American Air Filter Co.: Carl E. Riemenschneider, Wauwatosa.

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* * *

ARTHUR O. REDDEMANN APPOINTED TO CITY BUILDING CODE COMMITTEE

The appointment by Mayor Zeidler of Arthur O. Reddemann to the Building Code Committee of the City of Milwaukee, was recently confirmed by the Common Council. Mr. Reddemann is Vice President of the Wisconsin Architects Association.

NORTHEASTERN DIVISION

(Continued from Page 2)

Mr. Allen spoke on the Comparative cost data analysis report service.

Tentative meeting programs for the balance of the year were outlined by Mr. Allen.

The members were reminded by Mr. Allen of the bi-annual Honor Awards Competition for 1955.

Gerald Rice, Attorney, spoke on the Wisconsin Architects Foundation, introducing in turn Francis Rose, who further elaborated in various phases of activities of the Foundation of which he is president. The meeting was then thrown open for discussion relative to suggested uses of Foundation funds.

Members present: 20; Guests: Gerald Rice, Leigh Hunt and Francis Rose.

EUGENE WASSERMAN, Secretary
Northeastern Division

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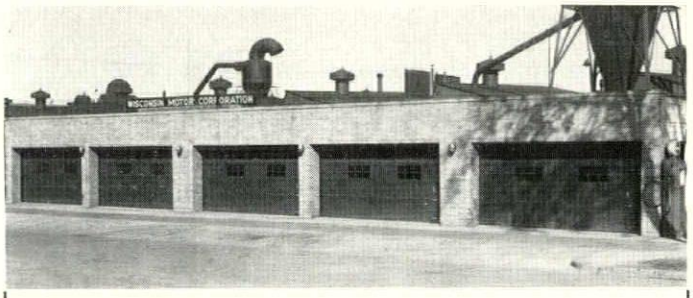

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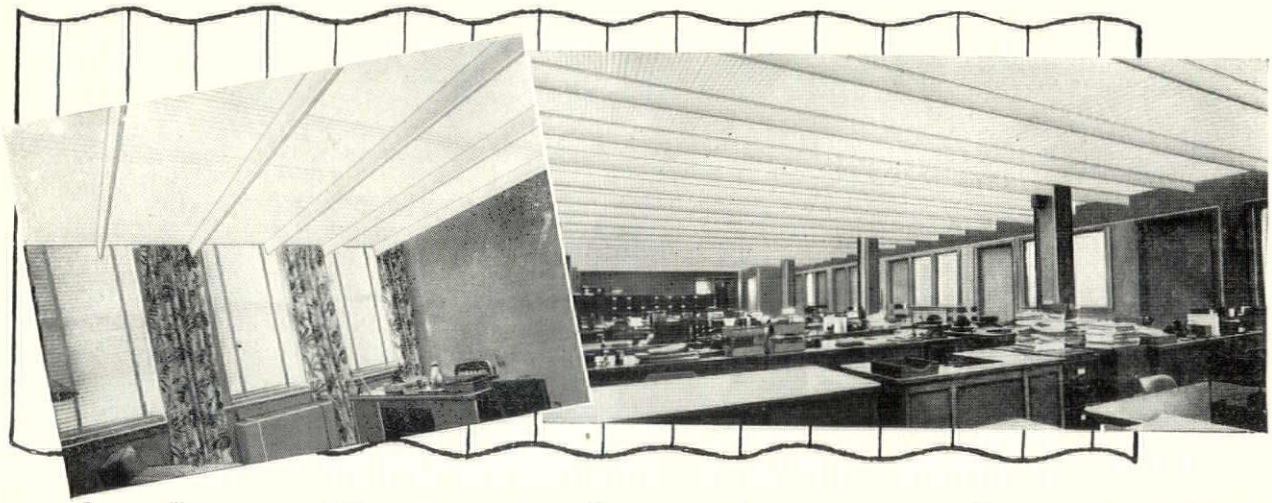

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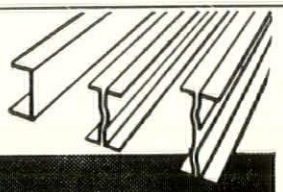

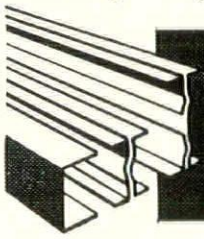

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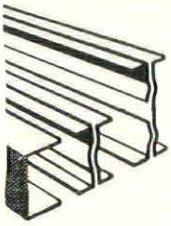

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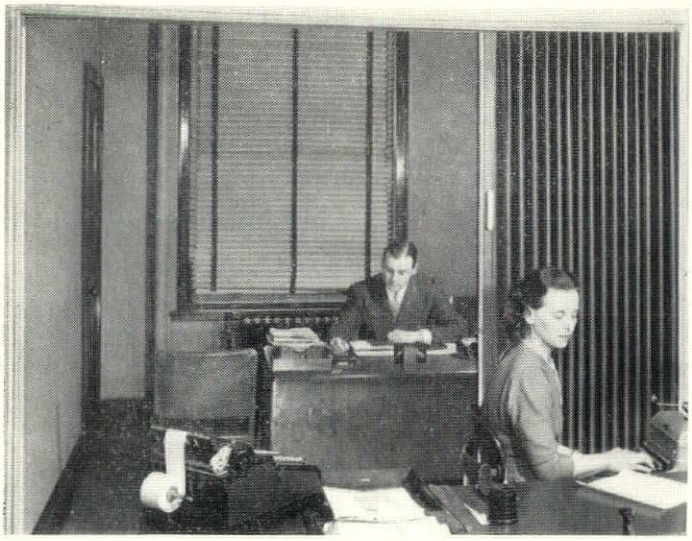

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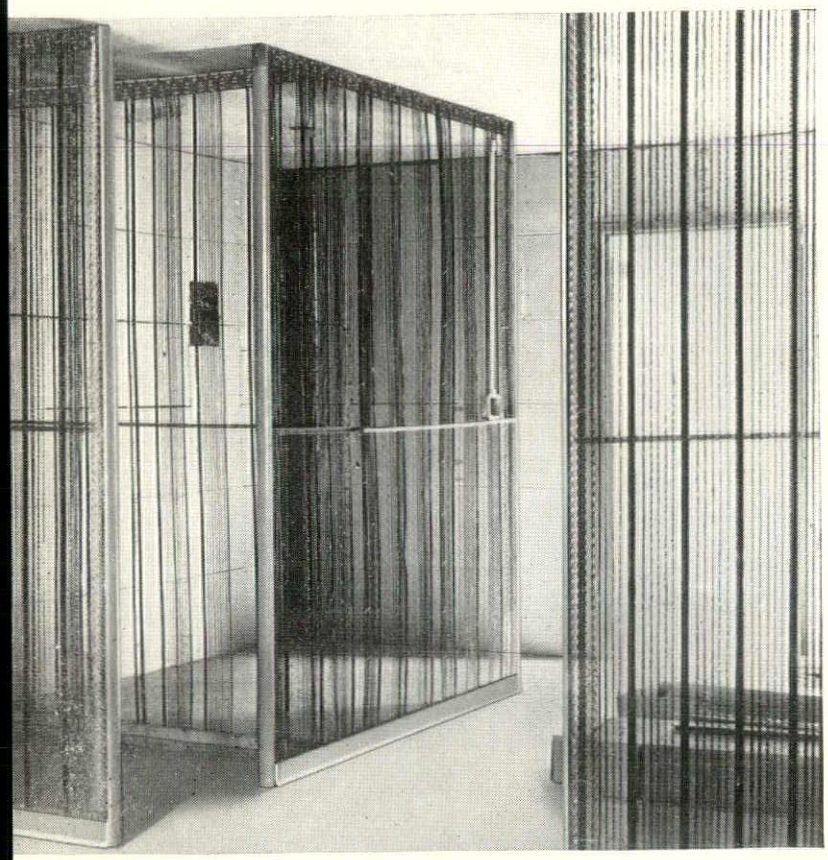
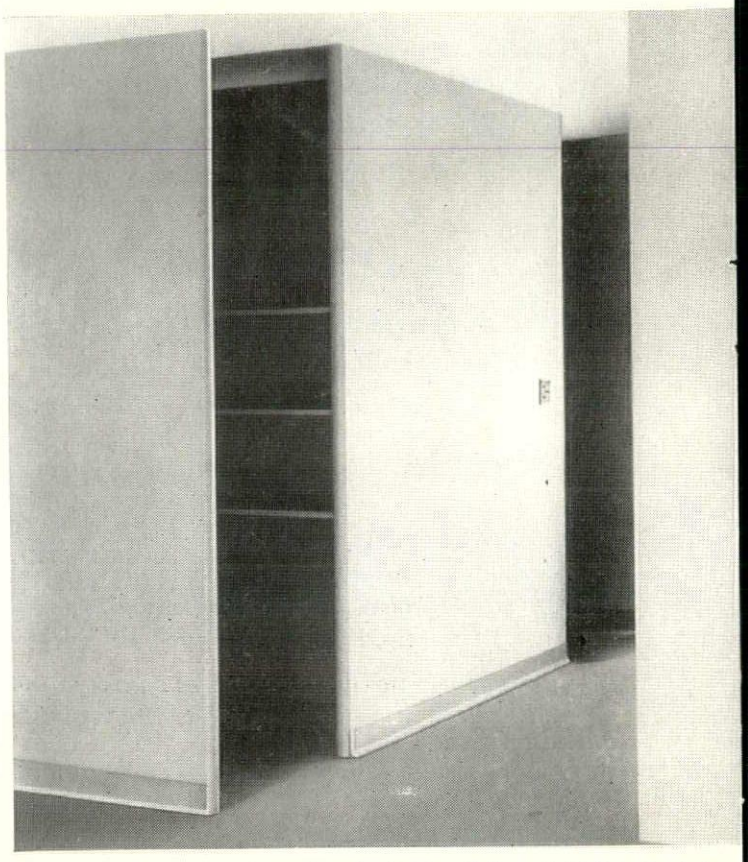
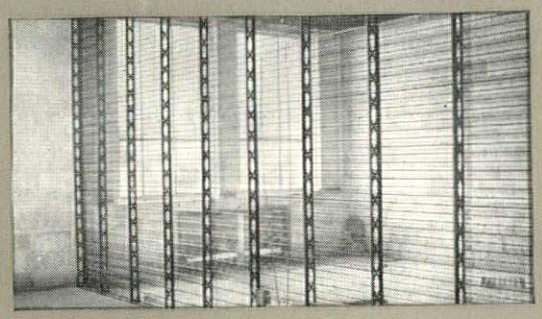


Milcor Stay-Rib Metal Lath reinforces the partition vertically. Milcor Housing Base acts as plaster grounds and eliminates the need for base screed.



Partition is plastered on both sides of the metal lath to two-inch thickness. Milcor Bull-Nose Corner Bead is used as partition cap.



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